

Community broadcasting reduces loneliness for new parents/young families



“Couples with children were lonelier than couples without children”

The Australia Institute



Couple households with children are around four times lonelier than couples without children. The major lifestyle changes that occurs for many new parents loosen or cut the connections they have with their pre-existing social networks. The change in financial status for new families (with one partner stopping or reducing work hours) can increase financial stress - another predictor for loneliness.

Community broadcasting helps young families to decrease loneliness

Community radio listeners with children living at home account for almost one third of the five million weekly listeners, making community broadcasting the ideal place to support lonely parents through awareness of volunteering opportunities and connection with other relevant community and support groups.

“The higher rates of loneliness amongst... new parents with young children point(s) to a need to increase rates of volunteering among these people”

All the Lonely People report, The Australia Institute

Case Study

Alpine Radio in Victoria's far north east was recently funded for a community engagement officer.

The 'Wiggly-Woo Children's Hour', followed by 'Mum's Hour', provides information and local activities targeting and connecting to a new audience in young mums. The show is broadcast in many local child care centres and crèches helping young mums better connect with their community - and each other.



“Alpine Radio has really worked hard to... present opportunity for a very broad range of local people to get involved with the station and with the local community services it promotes.”

This community engagement officer created opportunities for 20 extra hours of local programming each week. Having a dedicated resource also increases station engagement with local community groups, artists and local identities, especially through an increased focus on outside broadcasting.

It is through funding such as this that community engagement grows and loneliness is reduced for young parents and young families.

Together we can beat loneliness.

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